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PROSPECTS OF EXTREME TOURISM IN UKRAINE

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Ukraine with its resource potential is a country of almost unlimited possibilities for the organization of active and extreme rest. Entertainment extreme - a new competitive advantage for any tourist place or route. In Ukraine there are many places for the development of such areas, but today they are mostly in a state of advanced development. That is why the study of the problems of extreme tourism and forecasting further development require detailed study.

Species diversity of adventure tourism in our time really thrills. Each comes up with something new especially to attract tourists and only a thrill. Tourist are competing with nature, overcomes mountain rivers, staying in dangerous caves wins waters of the oceans and seas, learns about the sky through a variety of devices and can fly for several days in space.

Extreme tourism - the kind of tourism that is associated with some risk, extremely high or physical or mental exertion in super heavy conditions. This kind of tourism opens most beautiful parts of the world, offers incredible opportunities, but always associated with danger, and therefore requires good physical and psychological preparation.

The most popular kinds of extreme tourism: speleotourism, rafting, mountaineering and rock climbing [2, p. 42].

Considering the extreme tourism in Ukraine scale, we should mention some regional aspects. According to many authors, promising areas for the development of extreme tourism in connection with suitable natural conditions, climate and topography are the Ukrainian Carpathians and Precarpathians. The place of Safari (photography) in the region are: Vyzhnytsya national park, national parks

Huzulschyna and CBR. Aeronautics is promising to develop near the canyon valley of the middle reaches of the Dniester River with beautiful views of historic sites Khotyn and Kamenets-Podolsk fortresses.

In Ukraine there are enough resources and favorable conditions for the development of extreme relaxation. But the low level of development of tourism infrastructure and social standards of the population has led to the fact that extreme tourism here in its development lags behind global trends. According Pyrozhkov GP [3, p. 56] there is great potential for development of adventure tourism, which can reveal with the overall socio-economic development of the state.

In organizing and conducting extreme tours there are significant potential danger to life and health of participants. An important problem of extreme recreation is providing this type of highly qualified professionals with previous experience. It would be advisable to engage in this type of business organization of former athletes and military personnel in order to reduce the risks that inevitably arise in any of these species to a minimum [1, p. 87].

Tourism impact on key industries such as transport and communications, construction, agriculture, consumer goods and others, that acts as a catalyst of socio-economic development. Tourism has become one of the most profitable businesses in the world. According to the World Tourism Organization (UNWTO), it uses about 7% of world capital associated with him every 16th job, it has 11% of global consumer spending and it provides 5% of all tax revenues. These figures characterize the direct economic impact of the tourism industry functioning. Develop tourism called one of the major phenomena of XX century [5, p. 12].

In recent years and in the Ukraine started to pay more attention to the development of tourism. Prospects for the development of tourist industry of Ukraine is largely dependent on increased state regulation of tourist areas at the national level that should be combined with the current strategy of promoting regional tourism products.

Sports and adventure tourism have become an integral part of the national system of physical culture and sports and aimed at improving the health, development of physical, moral and volitional and intellectual abilities through its involvement in sports hikes of varying complexity and competition technology sports tourism, and in training his body in extreme situations. Sports and extreme tourism are important means of promoting social and labor activity of people meet their moral, aesthetic and creative queries vital needs mutual communication, development of friendly relations between nations and strengthening peace.

Adventure Tourism provides a variety of sports, recreation, recreational, informative, educational, economic and other functions, but a number of factors on the level of implementation does not meet the potential of tourism and sports movement in Ukraine.

The main feature of extreme tourism is that he, unlike most other sports do not require relatively high material costs, since, firstly, developing the existing environment and do not require significant investment to prepare and conduct turystsko- sporting events and the construction of special facilities for their conduct,

and secondly, logistical and organizational support for these measures is largely carried out by agents and tourists themselves, thirdly, already developed and operates the public system of training and personnel, which has minimal expenditures from the state can continue to function effectively. But as adventure tourism, if transitions to a higher level and more extreme, would require material investments as equipment and travel to the place - not cheap entertainment [4, p. 147].

However, to date, despite the potentially great opportunities available, its social and economic importance, extreme sports and tourism in Ukraine underdeveloped. Difficulties encountered in the development and extreme sports tourism, especially related to economic problems of society, as well as the almost complete absence of the state and public support of the sport, imperfection and, in some cases, lack of modern regulatory -legal, methodological and information base, which would take into account its realities, as well as internal organizational problems in the tourism and sports movement that accumulated over the years.

And despite this, the most promising regions of extreme tourism in Ukraine is the Ukrainian Carpathians, Dniester and Dnieper with their rapid waters and lush valleys and big cities, the development of new, modern forms of extreme tourism. Such as base-jumping and free ride.

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REGIONAL INDUSTRIAL COMPLEX MANAGEMENT: VISTAS AND CHALLENGES

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New challenges that Ukraine faces demand new approaches including immediate empowerment of regions, forming conscious regional policy as well as legal framework and appropriate mechanisms for its implementation. The efficiency of operation and development of the regional management mechanism is defined by an adequate system of strategic frameworks for regional development, which takes into account the complexity and a high dynamics of the processes that occur inside and outside the region as an economic system, and provides participation of all interested sides in the strategic process.